City of Lafayette Staff Report

To: Mayor Tatzin and City Council Members

From: Christine Sinnette, Senior Planner

Date Written: July 7, 2009

Meeting Date: July 13, 2009

Subject: Consideration of request from Contra Costa Certified Farmers' Markets, Inc. to use Lafayette Plaza for a farmers' market pilot program

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Background

On June 10, 2009, the City received a letter from the Contra Costa Certified Farmers' Markets, Inc. (CCCFM) requesting the use of Plaza Park for an evening farmer's market pilot program to take place on Friday, August 21 and 28, and Thursday, September 3, 10, and 17 (see Attachment 1.) The Council considered this request at their June 22 meeting and continued the matter to the meeting of July 13 to allow CCCFM and City staff to provide additional information. See Attachment 2 – Meeting Minutes. The City Council requested the following items.

- Layout of market area, vendor locations and circulation
- Market operations plan
- Vendor information
- Cost of clean up, closing and reopening of streets, and maintenance

Discussion

CCCFM provided staff with a packet of information including market location plan and site layout (Attachment 3), vendor information (Attachment 4), business community outreach (Attachment 5), and marketing plan 2009-2010 (Attachment 6). CCCFM asked staff to include all the previously submitted correspondence. Attachment 7 includes this correspondence as well as recently submitted public comments.

According to the market location plan, the five-week Lafayette Certified Farmers' Market would involve the following:

- Closure of Plaza Way by two Type III barricades and six traffic cones;
- Closure of Golden Gate Way from Moraga Road to the exit on Plaza Way (approx. 100 feet) by four Type III barriers, two at each end of Golden Gate Way;
- Posting of "No Parking/Event" signs prior to road closure. The City typically uses Type II barricades; the number needed is still to be determined; and
- Portable toilet and hand washing station.

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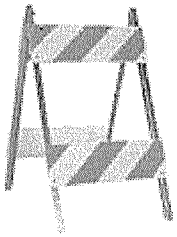
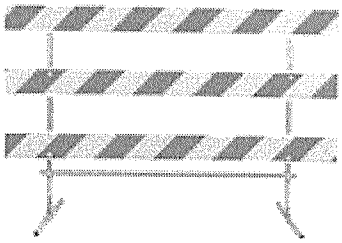


Type II Barricade



Type III Barricade

In reviewing this request, the City Council may want to consider the following two policy issues:

1. Should the City approve the use of Plaza Park for this pilot program; and if so,

2. Should the City be a sponsor for this event? In co-sponsoring the pilot program, one of the goals of the Environmental Task Force Local Foods Sub-Committee would be achieved and the city would receive economic benefit. As co-sponsor, the City would incur costs related to street closure and possibly sign posting and vehicle towing.

Police Chief Hubbard says no extra police presence should be necessary. He indicated that "No Right Turn" signs will not be needed at the closed roads. The only signs necessary will be those stating "No Parking/Event" which must meet code requirements in order to allow the towing of vehicles. If towing is necessary, the Parking Enforcement Officer's time will be charged to CCCFM. The vehicle owner pays any other towing charges.

Public Works Services Manager Ron Lefler says that Public Works staff can deliver the two types of barricades and cones to the site for a fee. Setup would be an additional cost. Alternatively, CCCFM can pick them up, install them, and return them to the Corporation Yard at no cost to the City. The City can provide the "No Parking/Event" signs to CCCFM at cost which would need to be installed at least 48 hours prior to road closure. Mr. Lefler is in the process of preparing cost estimates for these services. If the Council agrees to the pilot program, a pre-event meeting between Public Works, Police Department, and CCCFM should be held.

Recommendation

Consider and direct staff.

Attachments

1. Letter from Contra Costa Certified Farmers' Markets, Inc., dated June 8, 2009
2. City Council Meeting Draft Minutes, June 22, 2009
3. Market Location Plan and Site Layout (6 pages)
4. Vendor Information
5. Business Community Outreach
6. Marketing Plan 2009-2010
7. Public Comment
8. Contra Costa Certified Farmer's Markets Promotional Material

Contra Costa Certified Farmers' Markets, Inc.
FEIN 680063140

CCCFM, INC.
P.O. BOX 23727, PLEASANT HILL, CA 94523 - 0727
PH 925.431.8361 FAX 925.228.5080
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TO	NAME	CITY MANAGER	ADMIN. SVCS DIR.	COMM. DEV. DIR.	PLNG. SVCS. MGR.	ENGRG. SVCS. MGR.	PUB. WORKS MGR.	PARKS & REC. DIR.	FINANCIAL SVC. MGR.	POLICE SVCS. MGR.	ATTORNEY	CITY CLERK
	FEDERIGHI											
	ANDERSON											
	AUDURI											
	ANDERSSON											
	TATZIN											

RECEIVED
JUN 10 2009
CITY OF LAFAYETTE

June 8, 2009

City of Lafayette
3675 Mt. Diablo Blvd., #210
Lafayette, CA 94523

Dear Mayor Tatzin and Members of the Council,

On behalf of the Contra Costa Certified Farmer's Market Advisory Board and farmers, we would like to thank the members of the Lafayette community involved with the Environmental Task Force Local Foods Group, Sustainable Lafayette and the Chamber of Commerce for their support and trust in working with the CCCFM to make a Lafayette Farmers' Market possible this 2009 season. We have met several times to listen and develop a strategic plan to meet the goals, needs and concerns of the local community and businesses.

The purpose of this letter is to request permission to pursue the idea and interest of bringing an evening farmers' market pilot program, on a trial basis, to Lafayette Park for five (5) weeks.
The 2009 season would begin at the end of the summer on 2 Fridays in August. The first two days being on Friday, August 21st and 28th to partner with the final dates of "Rock the Park" and move to Thursday eve. for the following three (3) weeks in September and close for the season on September 17th. The Chamber of Commerce has graciously offered to help promote the market, prior to the evening event.

Our plan and goal is to reopen the Lafayette Farmers' Market in the spring in May 2010 and open for the full season on Thursday and continue to work with the community in bringing the best plan to partner the events in the years ahead.

We truly feel that this weekly event will enrich the quality of life in the Lafayette community in many ways, and we thank the members of the community and the council for their consideration in allowing it to happen at this small, beautiful location in downtown Lafayette.

We also want to explain why a local not for profit organization like CCCFM is the best choice to operate the market.

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Highlights from a very successful 27 years of serving local Contra Costa Communities:

- The number of farmer participants in our organization has grown in 2009.
- CCCFM currently operates 4 markets in the county, this allows for more focus to be placed in participating in specific community activities and events
- In 2008, CCCFM successfully relocated our downtown Walnut Creek Farmers' Market and in 2009 our Pleasant Hill Farmers' Market's growth was tooled for the city and community members' desires.
- CCCFM developed attractive new marketing and promotional materials that mention all the cities that host our markets, including banners, a brochure, a e-newsletter, postcards, and video.
- The CCCFM organization participates in local events such as Sustainable Lafayette and the Art & Wine Festival.
- Two school gardens and a school cafeteria salad bar were started in Pleasant Hill in 2005, with financial support from CCCFM.
- CCCFM formed a 501c3 non-profit organization called N.E.A.R. in 2005 in order to raise funds to help us expand our educational outreach efforts
- In 2009, CCCFM began the process of hiring talented, dynamic, employees that are spear heading new ideas to expand our mission to " Buy Local and Harvest Young" by teaching young people about making health choices.

We are committed to serving the community, and we look forward to working with you and your staff members as we begin the process of organizing a new market for the City of Lafayette.

We fully recognize the short time frame to get this farmers' market launched and time is of the essence. We are requesting to be place on the agenda for the next City Council meeting on June 22, 2009. We look forward to hearing from you.

Respectfully,

Jessie Neu
Executive Director
Contra Costa Certified Farmers' Markets Inc.

SUMMARY OF EVENTS LEADING TO THE DEVELOPMENT OF A LAFYAYETTE FARMERS MARKET

In the recent past, there has been general consensus in Lafayette that having markets in neighboring communities could satisfy our community members' access to a market if they desired. However, during the past two years, interest in having a local farmers' market within the city has grown among Lafayette residents. Many say that they want the market as much for a positive community experience as to get local produce. Others say that they'd prefer not to have to drive out of the community to go to a market on the weekends. Others say that they'd like a place to share their home grown products, such as fruit, vegetables, eggs and honey. Many are interested in learning where and how their food is grown and transported.

This interest is consistent with the community's values. The general community of Lafayette has a population that is concerned with living a healthy lifestyle and respect for the environment. The City of Lafayette, in 2006, passed an Environmental Strategy, with goals: to ensure the environmental sustainability of the community, the City will establish and work towards achieving goals in the following areas:

Resource conservation
Environmental effects on public health and welfare
Environmentally sensitive land use
Community education and civic involvement.

One of the goals is to "investigate and promote opportunities for Lafayette consumers to purchase local and regional organic produce, such as a local farmers' market."

As a result of this growing interest in eating "local food" and having a community farmers market, a group of 20 – 30 Lafayette residents has been meeting regularly for the past six months to discuss ways that we could bring a farmers' market to Lafayette without hurting merchants. This group would like to keep the market small and centrally located. They contacted different farmers market managers and were very impressed with Contra Costa Certified Farmers Market (CCCFM) association, in large part because they were willing to help create a market that met our local needs and parameters, and because of their successes in other local communities. Jessie and Keith, the CCCFM director and WC manager, suggested having a seasonal Thursday evening market, from May through October. Three sites were considered. (AHS was not considered due to the number of evenings the parking lot is full.) The sites considered were the Bank of the West parking lot, LaFiesta Square area, and the downtown Plaza Park. All agreed that the Plaza Park was centrally located and impacted the fewest of buildings, required minimal street closure had been successfully used for similar events, and thus was the best site.

The group approached Jay Lifson at the Chamber of Commerce and the staff at the City offices about planning a trial of five evening markets at the end of this summer. Jay shared that there was a community band performance in the park the last three Fridays in August. The group agreed that it would be great to piggy-back with the band performance the last two Fridays of August and then hold markets the first three

Thursdays in August. These five evenings (August 21, August 29, September 3, September 10, September 17, each from 4 - 8) would be a trial.

The Environmental Task Force is interested in gathering data during this trial period to help develop a successful market. The data could be used in 2010, when the City decides whether to sign a contract with CCCFM to manage a seasonal market from May to October of that year. Data would include:

1) The number of attendees and their overall satisfaction,

2) How many market goers return on subsequent evenings of the trial or plan to return.

3) How the market impacts community members' purchase of local, sustainably grown food,

4) Whether attending the market decreases travel time,

5) What impact the market has on traffic and parking.

6) Whether, as a result of their experience, market goers receive information or an enhanced understanding of where and how the food is grown

7) What impact the market has on shopping at local businesses and storeowners' satisfaction with the market

The group met with Dan and Connie of Diablo Foods and Jay and discussed some ways that local merchants might be involved in the market. The group decided that all Chamber members needed to be included in the discussion, and as a result, the meeting June 22 at 6:00 at the city offices was planned. At that meeting storeowners concerns will be addressed. On Monday, June 21st, the City first looked at the request to have a trial market and decided to postpone decision until the July 13th City Council meeting. The council requested a site plan of the market..

Elementary School is back in session, and suggested extending it to September 30th. Regarding the recommendation for valet parking, staff is concerned with the viability of this solution being utilized for only one of the four tenants, but also the space associated with where the valet will be stationed and where the vehicles will actually be parked. Also of concern is that patrons may park on-site without using the valet.

An option that staff has indicated to business owners in the past, while not a popular solution, is that if a couple of vehicles park on-site, they could be towed, and the message will get out that those parking spaces are truly intended for patrons of the four businesses.

Mayor Tatzin confirmed with Mr. Cass that the parking demand would increase once school opens. He said if it is not solved by the end of August, it will not be any better when school opens. He suggested a two-month trial to have it work in the summer, but Mr. Cass said typically the Council has only one meeting during the month of August, and Mayor Tatzin suggested staff return at the first meeting in September. Councilmember Federighi agreed that this was her preference.

Mayor Tatzin agreed there were complications with every solution and he would encourage the property manager to work with tenants as to what will work for everyone. Perhaps the Chamber will also have ideas as to what other businesses and communities are doing.

Councilmember Anderson said he cannot support the proposal; this is a City ordinance put in place recognizing the complication of limited parking. This was done upfront and now the Council is toying with it and seeing a negative reaction. He was concerned they were missing the foresight that went into the ordinance that states that one restaurant can only operate in the evening because of problems.

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Councilmember Federighi said in normal times, she would agree with Councilmember Anderson and would like to see if it would work by having signage. If there are restaurant parkers there and they get towed, there is nothing worse to send a strong message.

ACTION: It was M/S/C (Andersson/Federighi) to Adopt Resolution 2009-34, directed staff to amend the Lafayette Stimulus Package Agreement with Philippe Chevalier and Gretchen Chevalier, as follows: for staff to return with results at the September 14th City Council meeting, impose a no- lunchtime parking rule on Chevalier's Restaurant, for Chevalier's to standardize their on-line and telephone reservation process that no parking is allowed on-site during lunch hours, for Chevalier Restaurant to maintain a log about means by which patrons arrive at the restaurant, and to encourage the property manager to solve parking problems for all businesses. Vote 3-1-1 (Ayes: Tatzin, Andersson, Federighi; Noes: Anderson; Absent: Anduri).

Councilmember Federighi requested that any photographs returned at the September 14th meeting be dated and timed.

B. Christine Sinnette, Senior Planner
Consideration of request from Contra Costa Certified Farmers' Markets, Inc. to use Lafayette Plaza for a farmers' market pilot program
Recommendation: Discuss and direct staff.

Community Development Director Ann Merideth said the proposal involves using the Lafayette Plaza as a trial period for a farmers' market pilot program. Staff questioned whether the Plaza is

the correct place to hold a farmers' market on a trial basis, and if so, should the City be a sponsor that would entail working with and helping with insurance, street closure and clean up.

Mayor Tatzin questioned the City's cost if it were to be a sponsor. Ms. Merideth said the Plaza is used for Rock the Plaza and it would be minimal, as insurance costs are minimal.

Councilmember Federighi questioned the costs prior to making a decision, as it would have budget implications. Mayor Tatzin said assuming the trial were successful, the City would need to determine the long-term budget implication.

Councilmember Anderson questioned how large the event would be and whether the idea was to line the area behind the park from Golden Gate Way out to Moraga Road. Ms. Merideth said Janet Thomas could provide detailed information.

Vice Mayor Andersson said the idea of having the pilot program over 5 evenings. He said at the Environmental Task Force meeting, the idea would be for them to look for a more permanent place, if successful. Ms. Merideth said if successful in the Plaza, they would like to stay in it next year and issues could be worked out.

Public Comments:

JANET THOMAS, Environmental Task Force, said she has worked with the local foods group for years, there has been a lot of enthusiasm for a farmers' market which has been deferred due to resistance from markets in town, but the momentum has grown over the last year. Many people have said regardless of whether or not there are local markets, they would like to have a Lafayette, small scale, community market, and one that works for local vendors as well. She said other representatives present could answer questions on how a market can be run. The Environmental Task Force met last week, and all members who were present were enthusiastically supportive of the City sponsoring a trial market, we feel it is consistent with the City's environmental strategy, its mission statement, guiding principles, goals, and she specifically read Action 23. She said a trial is recommended in order to obtain important information that the community and City would want prior to deciding on a permanent market next year, which would be seasonal, May through October. Much of the cost would be incurred by the Farmers' Market Certified Association who would also cover the insurance. They are using the plaza as a trial because a committee, who has looked at many sites, feels it is most appropriate to be held on Thursday evenings. She discussed information obtained from the trial period would be number of attendees, overall satisfaction, number of returning market goers, how the market would impact community members' purchase of local, sustainably grown food, whether attending the market would decrease travel time, whether patrons receive information and an enhanced understanding of where and how the food is grown, what impact the market has on consumer shopping at local businesses and their perceptions, and what impact the market has on traffic and parking. She said they would like to include local producers, all flowers sold in Lafayette in stores, and she noted they invited business owners of the Chamber to see how this could work for the community.

Councilmember Anderson said he supports the farmers' market 100%. He noted that the Task Force is carrying forward the idea but he questioned whether some people will represent a proposal for the actual market. Ms. Thomas said the task force is supportive, but The Local Foods Group has been the body working on the market, which comprises of most of the task force members, Sustainable Lafayette members, and grass roots community members. There have been 20-30 people involved in this effort. Councilmember Anderson confirmed they would

manage the market and currently manage the Walnut Creek, Orinda, Pleasant Hill and Martinez markets.

Vice Mayor Andersson questioned when other local farmer's markets meet, and Ms. Thomas said most meet on Saturday and Sunday mornings.

Councilmember Federighi said those markets she has gone to have generally been produce related and she questioned how local vendors are worked into the mix. Ms. Thomas said local vendors would include those who may raise eggs, honey, and those who have surpluses in their own gardens.

Councilmember Federighi said a farmers' market is appealing to her, but she wondered if this involved street closures, how local merchants would respond. Ms. Thomas said this is why they are holding a meeting tomorrow night at 6PM in the City offices with Chamber members. They have already held two meetings with the Diablo Food owners, Chamber and the Park Hotel to discuss their willingness to set parameters which are agreeable to people in the community. Some ideas that came from this is the barber shop could open his doors longer, wine tasting in front of Vino's Café, and they would most likely limit the market goods to produce and flowers, but it would not involve crafts or clothes/jewelry. It would also be a small market and whatever parameters are set, they will abide by them.

SUSAN DAMMENFELSER said she joined the Local Foods Group because she was very excited about the Farmers' Market primarily due to having a community environment, which encourages people to stay in Lafayette on Thursday nights. She felt it could dove tail into the Thursday night Library Authors, music events at the Playhouse and it would encourage dining locally. She said they held a productive meeting with the Diablo Foods owners; they would not be a constant source of competition and she felt at some point they may want to consider rotating in crafts and artists. She said they would also keep the florists local with the opportunity to purchase in the atmosphere of a market and possibly also have cheese and wine tastings.

STEVE RICHARD said he was a co-founder of Sustainable Lafayette and submitted a letter supporting doing a trial farmers' market. The reason is primarily the tremendous interest in local foods over the last two years since starting, which he briefly described. He conveyed that there are hundreds of people in Lafayette in support of local foods, those growing food in their gardens, those signing up for community-sponsored agriculture, and many are also passionate of shopping local. He said there are still those who leave town and taking business elsewhere which hurts Lafayette. In summary, the trial is a good way to experiment, receive feedback and find the right formula that works for everyone's benefit.

JESSICA DEU said she forwarded a letter requesting the pilot program, they are Contra Costa Certified Farmers' Market, she introduced Keith Farley, Site Manager of the Walnut Creek Farmers' Market, said they have had success over their 20 year period, they choose to stay small, try to incorporate what the community would like to have. She put together a packet for the Council, said they want to customize the farmer's market for Lafayette and said most of their board members live in Lafayette; Jim McCuen and Bonnie Wakeman.

Councilmember Anderson said it would be helpful to understand the scale of the farmers' market and questioned the nexus for the market's success, given the location. He questioned where people would park, how many vendors, and questioned how one would know whether or not the idea is a good one or not. Ms. Deu said they have walked and taken down information about the Plaza, she agreed it is a small footprint, the farmers' would have to offload their vehicles for

everyone to fit, and challenges with parking as described earlier is a concern. They would like to have people walk, carpool and ride bikes to the farmers' market. They designate an area where people can buy their produce, leave it there, get their vehicle and have their produce loaded in their vehicle. They have a manager charged with logistics of parking, said over 400 people attend Rock the Park on Friday night and the City has had experience for conducting an event at the plaza, and they will want to talk with neighbors and organizers.

KEITH FARLEY said the footprint of the market would include the paved parking area in front of the shops and it would extend up to the left to Mt. Diablo on Golden Gate Way. They see a safety issue of closing Golden Gate Way, but Golden Gate Way would remain open back to First Street. There is parking available there, the library will not be impacted nor the restaurants or businesses. The only businesses impacted could be Vino's, the barber shop, the new Sprint store and the cleaners, and Squirrel's restaurant, but some will not be open during the market times.

Councilmember Anderson supported the idea, but believed it would be helpful to see a layout, and Mr. Farley agreed to provide an aerial map of what is proposed. Councilmember Anderson referred to cost of clean up, closing and reopening of streets, maintenance, and how this is handled, and Mr. Farley said they take care of those items, but only ask that the City provide the type 3 barricades, codes, and traffic signs and they can maintain and store those. They maintain the insurance, they will request a lease agreement so the property becomes theirs during operating times, and he believes the cost to the City will be negligible and comes mostly from the stall fees paid by farmers and vendors.

Councilmember Federighi questioned what the hours of operation would be and Mr. Farley said they are proposing the market be held 4:00 p.m. to 8:00 p.m.

Ms. Thomas added that they would provide a marketing plan for 2010.

Mayor Tatzin noted the meeting tomorrow with the Chamber, felt action may be premature and he suggested the item return at the next meeting, receive information on estimated costs, and Mr. Falk said if the Farmers' Market take care of street closures, set up and clean up and it is done in an acceptable way, he believed the cost to the City would be negligible.

Councilmember Anderson felt all businesses in the area need to be clear about what is closed in terms of street access, the expectation about the number of vendors, circulation, and that the information is conveyed early on in the process. Councilmember Federighi said Vino's is open and generally busy on Thursday nights which could be both beneficial and problematic. Vice Mayor Andersson said a meeting of the Chamber is typically followed with a meeting of affected businesses. He felt there may be some good synergy as a result, and noted that Ms. Thomas has worked extremely hard on this. He recommended getting in touch with her with any questions.

ACTION: It was M/S/C (Anderson/Andersson) to continue to July 13, 2009. Vote: 4-0-1 (Ayes: Tatzin, Andersson, Federighi, Anderson; Noes: None; Absent: Anduri).

Convene Redevelopment Agency

ACTION: It was M/S/C (Anderson/Andersson) to convene the Redevelopment Agency Meeting. Vote: 4-0-1 (Ayes: Tatzin, Andersson, Federighi, Anderson, Noes: None; Absent: Anduri).

8. STAFF REPORTS

A. Mayor Don Tatzin

Lafayette Farmers' Market Location Site Plan
CCCFM 2009

Lafayette Plaza Park Site Plan for a 5 week Lafayette Certified Farmers' Market

Contra Costa Certified Farmers' Market Inc. goal is to establish a long-term relationship with the city, any owner/property manager and all merchants occupying the property on which the farmers' market (FM) will be located.

Insurance

Jay- Marie Garcia Insurance L# 0668893 (925).680.7405
1630 Contra Costa Blvd. #215 Policy # 01CG620153
Pleasant Hill, CA 94523

Safeco Ins. Co. AVII
Endurance Workers Comp.

The Location

Location, Location, Location. The prime location being considered is the street and parking area on Plaza Way in central Lafayette. In our opinion, this is the best possible location for the 5 week test market.
This is a beautiful location with good visibility on a highly traveled intersection. The market would be kept very small due to the small foot print and size of the street. There are space issues on site and this limits the number of participants.

There would need to be a small approx. 100' street closure on Golden Gate from Moraga Rd. to the exit on Plaza Way for additional non-agriculture participants and pedestrian safety.
Businesses and residents on Plaza Way and behind the building would have access to the driveway and parking below.

The street closure on Plaza Way seems to be an easy procedure to protect the plaza before the farm trucks arrive to off load their produce. The street is a one way in off Moraga Road and allows for exit on Gate way to the right. Golden Gate Way would be closed off Mt. Diablo Blvd. to the exit on Plaza Way and right to Golden Gate Way.

Closing Golden gate way would require notice signs on Mt. Diablo and type III (3) barricades across the street on both sides of the street on Mt. Diablo and at the exit on Plaza Way. The farm trucks would be parked off site from the street to maximize vending booth use. This situation adds to the logistics in coordinating off load vehicles for the participants selling on the plaza.
A management team would keep the process moving and coordinated for safety.

There is a need for a portable toilet and hand washing station on site for the participants.

CCCFM staff would make every effort to maintain a clean market space.

The promotion of the market and relocation time table

1) Promoting the opening location by word of mouth, newsletters, newspapers, the internet, signs, banners, flyers and posters in neighboring store windows will make this 5 week effort a success.

2) Very careful consideration must be given to a re-location for the market in the Spring so as not to damage participation and the customer base. Make this the only move and permanent location for the market.

3) It is strongly recommend that a move take place upon opening rather than mid-season. It gives you planning time to develop a sound plan to educate the public and not leave anyone behind. A mid-season move can be done with the proper components in place, however, if is not done with proper planning it could disrupt participation and cause unneeded hardships on grower/vendors and the flow of shoppers.

The property and surrounding businesses

1) The location being considered is the street named Plaza way and the area between Lafayette Park on city property.

2) Long-term use cannot be guaranteed unless a lease agreement and "good faith" understandings can be achieved. An agreement is recommended for clarity and trust.

3) Support from the community and the city by establishing and maintaining dynamic communication with the businesses, chamber, and FM is key to a good working relationship. This is the opportunity to address all issues of concern.

4) A Farmers' Market is an event that generates vehicle traffic and pedestrian traffic. Surrounding businesses will be impacted with regards to traffic and parking. This is more of a positive than a negative since every time a shopper walks by a door it is very likely that shoppers will patronize their establishment. Convincing a shop owner of this is difficult and takes time.

5) Holding monthly meetings with, City staff, affected businesses and the Farmers' Market organizers in a time frame a head of a decision to make the relocation a reality is very important to re-establish the farmers' market in a new location. Meeting every six (6) months following the move to continue to be in communication (with all the parties) to make corrections.

Traffic and Safety concerns

1) Results of the site survey shows that one (1) driveway into the proposed location from Moraga Road will have to be closed and will require two (2) type III closure barricades and six (6) traffic cones. The Lafayette Traffic Dept. will have to be consulted as to whether we will require a *No Right Turn* sign prior to the driveway.
2) Four (4) type III barricades will be required to close off Golden Gate Way on two (2) sides off Mt. Diablo Blvd. and at the exit to Plaza Way and the parking lot. The Lafayette Traffic Dept. will have to be consulted as to whether we will require a *No Right Turn* sign on Mt. Diablo prior to Golden Gate Way.
3) There are some concerns over pedestrian traffic crossing from the Gas station and on both intersections on Moraga Road and Mt. Diablo Blvd. to the FM location. In observing traffic on two consecutive afternoons, traffic moves fast through this area.
4) The Farmers' Market will most certainly draw a lot more traffic since it will be visible from Mt Diablo Blvd. There will be traffic flow issues for the first several weeks of the season and no doubt, there will be complaints from citizens. These will abate, as everyone gets accustomed to the new traffic patterns. During the adjustment phase, it is suggested that there is increased police presence in the area as determined by Lafayette PD.
5) A meeting with a City Traffic Engineer will be required.

Storage of Barricades, Cones, and associated signage.

1) Storage of FM street closure equipment is most efficient if it can be stored near the market site. The best possible solution is to secure a small space behind the theater where the barricades and cones can be placed. This would be ideal. Transporting them to an off site storage site would be difficult.
2) City Public Works could drop barricades at a designated spot at FM location on Thursday morning and pick up Monday morning, if a location for storage cannot be secured. This is not the best solution as it involves additional work.

Parking and Police Services

1) No parking signage to inform the public of the market location at this site describing that there is no parking on Plaza Way between the hours of 2:30 pm – 9pm will be required. These signs must conform to California/Lafayette Motor Vehicle codes to insure that tow aways, if required, are legal.

2) Consult with Police Department regarding towing, if required- performed by: Lafayette PD Police or *Private Property* towing. Private property tows are handled differently.

3) Directional market open signs and street closure signs

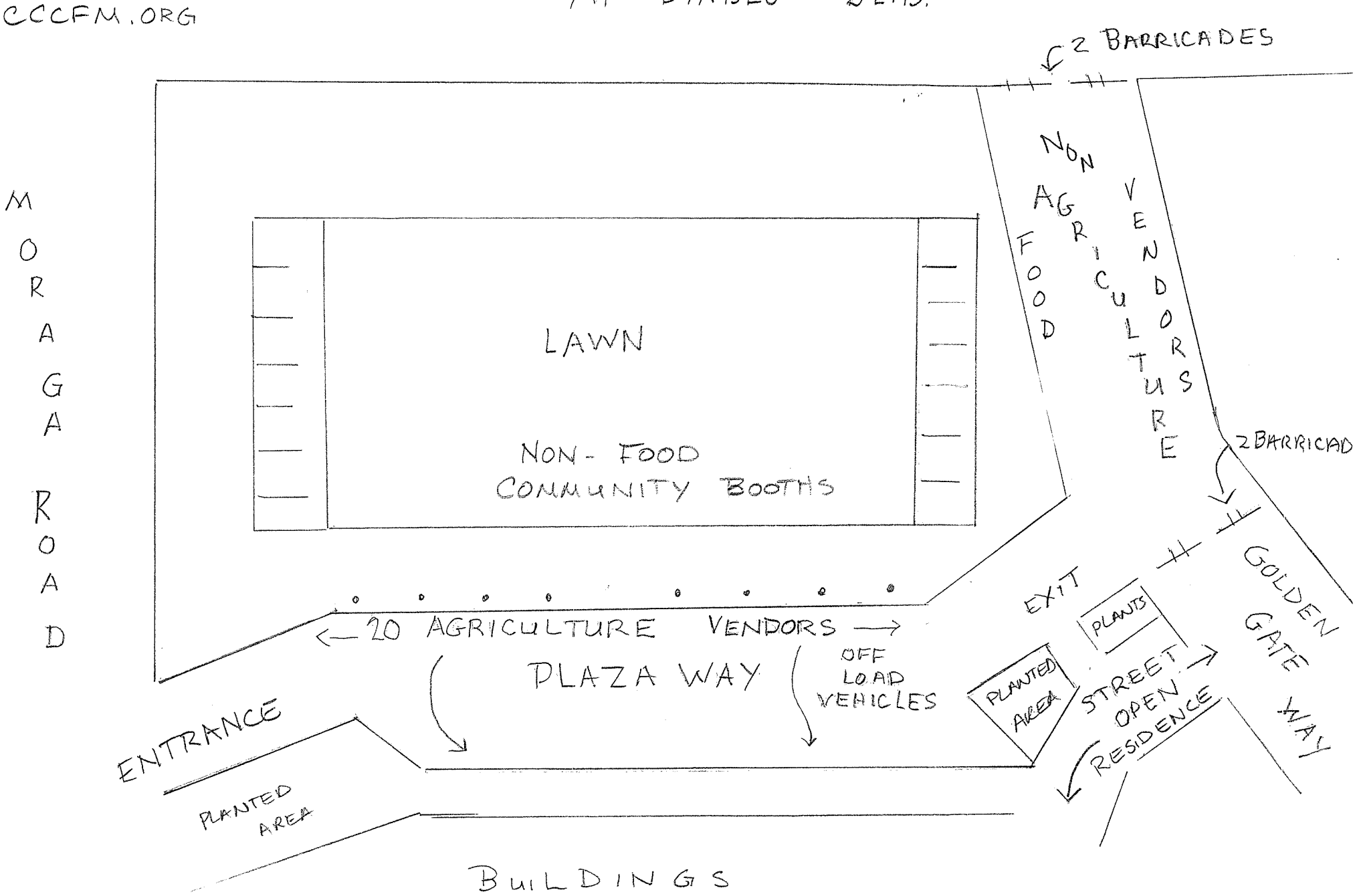
Offsite Vendor Parking

The biggest challenge is parking. We are seeking to secure a parking lot to be utilized to park off-loaded vendor vehicles, since all of the trucks and vehicles will be off-loaded at the site. Ideally, this parking lot would not be far from the market location.

LAFAYETTE FARMERS MARKET / SR

SITE MAP July 2009

CCCFM.ORG



Moraga Rd
Golden Gate Way
Plaza Way

Mt Diablo Blvd
Plaza Way
Moraga Rd
Wilkinson Ln
© 2009 Tele Atlas

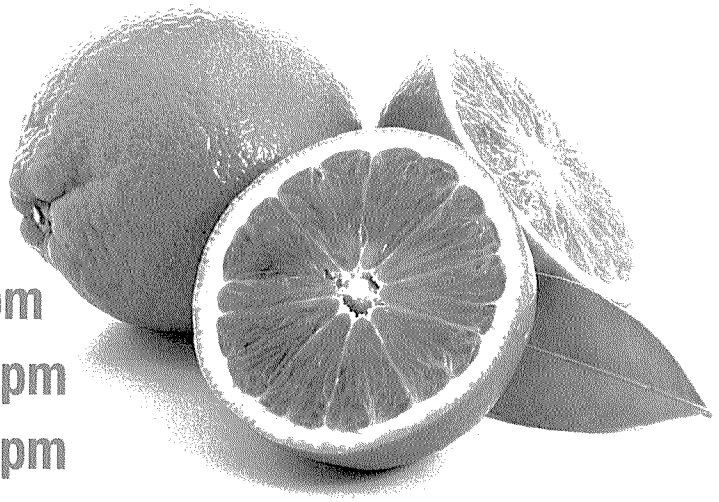
Support Your Local California Farmers

Contra Costa Certified Farmers Markets Inc. presents:

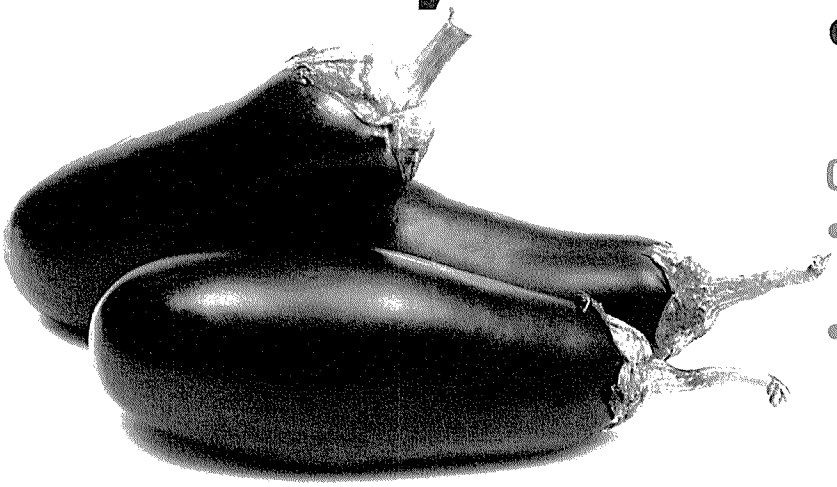
Lafayette Farmers' Market!

5 Days Only:

- Friday, August 2nd, 4-8pm
- Friday, August 28th, 4–8pm
- Thursday, September 3rd, 4–8pm
- Thursday, September 10th, 4–8pm
- Thursday, September 17th, 4–8pm



At the Lafayette Plaza Park on Mt. Diablo Blvd.



Community Supported by

- The Environmental Task Force Local Foods Group
- Sustainable Lafayette

Market Hotline 925-431-8361 www.cccfm.org
Celebrating 27 Years in Contra Costa County

Potential Spaces

Plaza Way
20 Spaces
1. J & J
2. J & M Ibarra
3. Free Wheelin' Farm
4. Ledesma
5. Lone Oak
6. Hamada
7. Kashiwashe
8. Medina- Strawberries
9. Rainbow Orchards
10. Simmoni & Missoni-Corn
11. Ledesma
12. Caledrnon
13. Mckeown
14. Steves Bees
15. Hamada
16. Swank
17. D.R. Sanborn
18. Trachella Farms
19. Mee Vang
20. Smith Farms

Street Golden Gate Way
10 spaces
Kettle Korn
Bo's BBQ
East West
Sukhi - O
Tamales Allstar
"Flowers" - shops
Cottage Kitchen
Bakery- sweets

Lawn Area– Music & Community Booths- to be determined

Lafayette Farmers' Market
Location: **Lafayette Plaza Park**
Trial: **Fridays August 21, 28** and **Thursdays September 3, 10. 17**, from **4 – 8 pm**
Approximately **28 booths**

CCCFM vendor booths –**12 vegetables / mixed, 8 fruit / mixed**
non-CCCFM vendor booths
- **1 Lafayette floral** - (Sean and other vendors in rotation)
- **1 Chamber of Commerce** booth to advertise events / local merchants
- **1 non-profit booth** - miscellaneous information – rotate staffing (e.g. Sustainable Lafayette / Healthcare for All/ Creeks Committee / Senior Services / Lafayette Garden Club / Library/ Rotary Club – All invited)
- **1 Lafayette Artists** booth by rotation / sign-up (need coordinator)
- **2 Lafayette local produce** booth
- **2 local food or drink** -local restaurants invited to participate

Action Items:
- Musicians – Find groups interest in performing Thursdays during 9/2009 acoustic eg Athayede//Acalanes chorale
- Draft protocols for non-profit, artist, local produce booth management - who will staff booths?
- Draft information about certification
- Draft survey - who will make, give and analyze survey? What is process for making modifications based on feedback?
- After final trial market, draft final report for City - Janet/Steve/Carol/ Keith/Jesse
- Signage and publicity- CCCFM and to promote local stores (Ask City about Mt. D.corner sign)
- Distribute agricultural information form to vendors (how grown and transported and where)
- Assign parking monitor for front of Open Sesame, etc.
- Check to see if Methodist church parking is available (Keith?)

Contra Costa Certified Farmers' Markets, Inc.

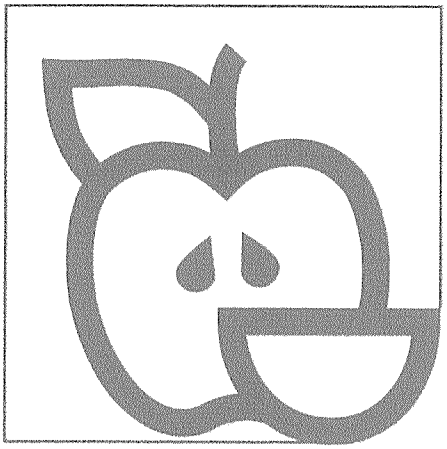
Notes from Lafayette canvassing 6/26/09

Door to Door Visits to Businesses

Question: Opinion of a 5 Week Farmers Market in Lafayette Plaza

- Sprint –Richard Yom, owner./ **Yes** 1 month open to 6pm.
- Squirrels (plaza) closes at 2pm, owner not available -no opinion
- Clean Cleaner close 6:30 – customers pick up/after 5 some impact/ OK- **Yes**
- Vino – Negative – not listening, doesn't understand.- **NO**
- Union Gas / Vladistof- requested portable toilet /no bathroom @ concert - **Yes**
- Aman's Choice Barbershop – Ziko – always happy – **Yes** start now!
- Chuck Stuart – Steward Company 925-284-1115- empty building-N/A
- Assistance League Diablo Valley – 925-284-4781- closes
- Apts 3523 Plaza Way-contact
- Theater empty building

Contra Costa Certified Farmers' Markets, Inc.



Lafayette Farmers' Market

July 2009

Marketing Plan 2009-2010

CCCFM, Inc

P.O. Box 23727

94523-0727

925/431-8361

www.cccfm.org

ATTACHMENT 6

Lafayette Farmers' Market Preliminary Plan - CCCFM 2009

The establishment of a successful Lafayette market is extremely important to CCCFM. The first order of business is to form a cooperative partnership with the community, the city and the merchants. This will facilitate problem solving and address concerns quickly to insure an open dialog of communication. This will offer a workable transition for optimal success. CCCFM brings the experience necessary to place the farmers' market at a prime location with high visibility that will bring interest, excitement, and good community attendance.

A Lafayette Farmers' Market Committee with key people that would need to be part of the discussion. This includes the City of Lafayette, staff - planners, traffic and police services, and merchants and businesses that will be impacted by this new market. They must be included in the conversation from the beginning through a city liaison.

Time line for Marketing
Establish the target opening date and develop a marketing plan

Keep the lines of communication open
Meet regularly with the Committee –confirmation through the city liaison.

Create a list of criteria and concerns and get it to the committee before meeting so that they can be addressed before hand with solutions
Keep the "needs" message for all concerned and be sure and have it all down on paper.
City ownership of the farmers' market is key. The information "message" should be delivered city wide- through the city website and city news letter about the farmers' market and the new location with contact information. This is an inexpensive way to reach the shoppers and citizens. Help is important from the city for the "saturation campaign" to promote the relocation and get the word out.

Meeting continually for updates on how things are going is very important.

Site Analysis
Physical site assessment-space / maps
ID expansion sites for growth
Alternative sites
Merchant awareness
Exclusives-the policies-impact vendor recruitment and participation

One Permanent Location
Get it right the first time. It is imperative that the market is established in a permanent location. The merchants in the nearby shopping center must understand the impact of the market and the desire of the community to bring a farmers' market to the city. It is very important to explore, ask, and solved all issues and concerns to make it easier to open the market. Insure there will be no plans to move this market in the future.

Storage needs - include sandwich board signs, type 3 barricades/barriers, cones etc. The closer to the market site the better.

Restroom facilities for farmers' and vendors within a 200' distance as per the Contra Costa Public Health Department regulations regarding farmers' markets.

Garbage and recycling service is recommended

Traffic and Safety
Meeting with traffic planners to discuss traffic flow and address needs to protect the public with barricades supplied by the City to close off the space/street/ entries in question.
In the traffic plan, the PD may be involved for car removal in the afternoons or No parking signs on Thurs. due to Farmers' Market.

Permanent Farmers' market signs
Signage support is critical.
Installing permanent signs at the market site informs the public about the uses of the parking lot and gives details about the Lafayette Farmers' Market. This type of sign helps in several ways. It promotes the market to people who park in the lot when the market is not in operation and gives important information about the season of operation, day and hours for the market. The signs also serve to protect the lot and to limit cars being towed on Thurs. Eve.

Farmers' Market Location Criteria:
1. Outreach- for working relationship with business neighbors
2. Proximity to restrooms
3. Traffic control
4. Garbage and recycling services
5. Equipment storage
6. Parking availability, disabled access
7. Traffic impact
8. Market visibility
9. Room for expansion
10. Long Term relocation
11. Publicity & promotion for relocation-banners, signs, print materials
12. Time Line-Target date for relocation
13. License, encroachment permits and agreements
14. Policies and restrictions on what can be sold

Neighboring Businesses
1. Proximity to loading zones for deliveries
2. Impact on available customer parking
3. Customer access to business
4. Competition with the Market (loss of business to the Market)
5. Market patrons using businesses' restroom facilities
6. Liability concerns
7. Litter and garbage pick-up and street cleaning

We look forward to growing the Lafayette Farmers' Market into a shoppers' downtown destination. By providing nutritious, healthy food produced by local farmers, showcasing community, health and service organizations, and topped with entertainment, we have an enticing forum for shoppers! We are excited by the opportunities available to us for 2009 and we look forward to working with city officials of Lafayette.

Goals

- To become a destination for residents and visitors (customers) to Lafayette
- To provide customers with fresh, high quality produce; interesting mix of non-agriculture products, entertainment and community socializing opportunity
- To provide education regarding food preparation and good nutrition
- To establish a connection between customers and producers
- To provide an exposure opportunity for community resources

Objectives

- To increase our community's awareness of the farmers' market through public relations and outreach activities
- To increase frequency of customer attendance
- To broaden vendor mix enabling ample shopping opportunities, both for product variety, quality and price
- The CCCFM marketing campaign would dovetail into 'Try Lafayette First!' campaign
- Short term
    - Selecting a well-researched, permanent location is of utmost importance. One that works for not only the Farmers' Market and customers, but for local merchants as well. Mutually beneficial exposure serves everyone.
    - Developing an effective, 2-way communication process with city officials to facilitate in achieving mutually outlined goals
    - Develop an evening market to operate for a 5-week period in 2009, to coincide with the music series
        - Friday markets = 2
        - Thursday markets = 3
    - Establish Lafayette Park as the permanent location for 2010 market

Strategies

Components of Market

To fill allocated area with stalls, providing ample shopping, educational and entertaining opportunities. Components of market would be increased if physical location changes / expands.

- Potential Expansion
    - Certified Agriculture Farmers stalls
    - Non-Certified producer stalls
    - Information booth – Includes opportunities to exchange and display business promotional materials on market day and the market information at the business
    - Community/Non-profit outreach booth (no charge)
    - Entertainer booth
    - Cooking demonstrations
    - Disabled parking
    - Bike racks
    - Veggie Valet – curbside pick-up for purchases
    - Garbage/Recycle service
    - Sandwich boards
    - Pole Banners
    - Portable toilet & hand washing facilities

Vendors

In growing a market for Lafayette, we are excited about our lineup for 2009 and 2010. We anticipate having 25-30 vendors, with a good mix of products ranging from fruits, vegetables, honey, plants, eggs, and various ethnic foods. This vendor list would develop with sensitivity to exisiting, local markets. The vendor list for Lafayette would be promoted on our website (www.cccfm.org), and kept current.

Our current and expanding customer base

As part of a burgeoning metropolitan area, our customer base not only includes residents and visitors to Lafayette, but also the surrounding cities of Walnut Creek, Pleasant Hill, Orinda, and Moraga. Due to the many shopping and dining opportunities in the Lafayette area, we could draw from further surrounding areas as well. Additionally, with an evening market, we can draw from the other neighboring areas that may have a market on a different day/time of the week. By having one of the few evening farmer's markets, Lafayette would be offering something that surrounding communities do not have. This will provide an expanded shopping opportunity for local merchants as well.

As Farmer's Markets gain in popularity due to the increased awareness and media attention towards healthy lifestyles, specifically from the healthcare field, our markets are experiencing growth within all age, socio-economic, and ethnic groups. Working in tandem with other community organizations addressing good health and nutrition issues, we could take advantage of cross-marketing opportunities.

What's Special About CCCFM?

Community Outreach

- As a 501(c)(4) charitable non-profit, our mandate is to promote community welfare. In short, *connect with your community*. Not all non-profits are the same. Our number one objective is to bring healthful shopping opportunities to the community of Lafayette, while providing a direct link to local food production. We combine that with entertainment, educational and civic resources. Some examples of our community outreach are:
    - CCCFM has supported the local annual Sustainable Lafayette event for the last couple of years
    - CCCFM has participated in the Acalanes HS Earthday Green Event
    - Attended 2 evenings for the movie release of "Food Inc." at the Pleasant Hill Cine art 5 through the request of the

Vendor and Customer Relations

- Our business model is a win-win proposition for both customers and farmers alike. CCCFM offers a healthy level of competition for customers to shop from, while providing farmers an opportunity to sell all their product and at a fair price.

Staff

- CCCFM has a dedicated staff, evidenced by very low-turnover rates. Working together with cities in often challenging situations, we operate fully functioning markets, well attended by customers and vendors alike.

Volunteers

- We draw talented volunteers from within the community to sit on our Board of Directors and fill supporting roles in fulfilling the goals of CCCFM. They provide a wealth of information and skills, further promoting the sense of community within our organization. We already have 2 Lafayette residents on our Board of Directors.

Tactics

Word of mouth is the most effective delivery method of getting the message out about the Farmers' Market. When you hear something from somebody you know and trust, the message comes with built-in credibility. Following in order, media coverage as news, web presence, and lastly, well-chosen print pieces. [1]

Reaching out into the community via various marketing campaigns, CCCFM prides itself on being the first Farmers Market organization in Contra Costa to utilize the cutting edge technology offered by the Internet to its' fullest advantage. Our website, rich in detail and images, is deep in content, providing the community with a current source of information.

As more people turn to the web as their source for always-available information, marketing efforts move away from focusing on print. We have embraced the new media form of communication in the web and see the value of providing current, immediate, always available information to the community of not only Lafayette residents, but its' surrounding communities and visitors.

- Word of Mouth
  - The most effective promotion is word of mouth. Satisfied customers continue to give and give, telling their friends, who turn around and tell their friends. The network continues to grow, long after the customer / vendor exchange.

- Networking
  - Initiate networking opportunities with potential customers, businesses, government officials and community leaders
  - Increase presence at community events, such as:

    - Lafayette Art & Wine Festival
    - Sustainable Lafayette
    - Acalanes Earthday - Green Fair

- News & Editorial Features
  - To obtain news and editorial coverage. "Editorial coverage is far more credible than advertisements or paid publicity, it will have a greater impact" [2]

- Internet
  - Website – (www.cccfm.org) averaging **65,792** visits monthly in 2008, with a monthly high in summer of **92,724**, our professionally designed website is a major component of our foundation. Recognizing that with our site, our most current information is available *immediately*, 24/7, around the San Francisco East Bay Area (the world even!) Shoppers and visitors will find our site brimming with valuable information, continually updated, on a visually rich and deep site.

    - Website contains:
      - Individual market information
        - locations, season schedule, hours, vendors, music calendar, photo albums
      - Crop seasons and availability
      - Recipe Archives (downloadable)
      - Transportation information

---

1 Farmers' Markets: Marketing and Business Guide – ATTRA:National Sustainable Agriculture Info Svc, 2008

2 Starting and Building a Nonprofit – Nolo Press, 2007

        - Maps
        - Services available
        - Recommended materials for reading
        - Participant information (member, non-member, non-profits, community resources, business sponsorship, and musicians)
        - Rapid response to email inquiries

- e-newsletter – CCCFM newsletter, The Lettuce Leaf, automatically delivered via email. This gives us direct access to our customer base notifying them of up and coming events, crops and recipes. Professionally designed, it is well organized with valuable information.
- E-blast – investigating possibility of coordinating efforts with local schools to issue promotional material via school e-newsletters
- Cross marketing – we continue to seek opportunities to have reciprocating relationships with business, city and community outreach websites, by seeking cross-linking of web addresses.
    - e.g. musicians who are scheduled to appear at a CCCFM market promote their dates on their website, linking to our website

- Local Media
    - Issue well-timed press releases to local media sources, informing about crop arrivals, upcoming events, and educational resource availability at markets.
- Print
    - Contra Costa Times (Lamorinda Sun), Lamorinda weekly, Pleasant Hill Community Focus, Walnut Creek magazine
        - Ads
        - Press releases
    - Edible East Bay (Periodical promoting local foods, seasonality and gourmet foods)
        - Ad – published quarterly
    - Buy Fresh, Buy Local (Periodical promoting local foods)
        - Ad - published annually
    - Lafayette City Newsletter – Lafayette Vistas
    - Lafayette Chamber of Commerce promotion insert
    - Eco Metro Guide East Bay for 2010
    - Brochure – Tri-fold color brochure made available for 2010 to include Lafayette
        - Listing CCCFM markets and their seasons, hours, and location, market hotline and web address
        - Made available in Central Contra Costa at various merchants, public places, e.g. special events, community colleges, YMCA, health clubs & fairs, Earth Day, libraries, senior center, blood bank, and other businesses/public places allowing public service brochure placement
    - Raffle Postcard – Double-sided, color card promoting monthly raffle
        - Listing individual CCCFM market, seasonal dates, hours and location, market hotline and web address
        - Made available in Central Contra Costa at various merchants, public places, e.g. special events, community colleges, YMCA, libraries, health fairs, Earth Day, blood banks, and other businesses/public places allowing public service brochure placement
    - Postcard graphics included in City Newsletter – For 2010
    - Lafayette Market Poster for storefront window display
    - Gift card available at market and website
    - Promotional materials for school packets (public and private), coordinating with City issued materials relating to health issues, e.g. obesity
        - Upon approval, 2 dispersals could be possible: end and beginning of school year
        - Placement of color banners on event poles on well-traveled city streets for maximum visibility

- Sandwich Boards – 6-10 boards, strategically placed for maximum visibility
- Street closures would require city assistance for barricades and cones, storage
- Placement of color banners on event poles on well-traveled city streets for maximum visibility
- permanent signage on parking meters

- Market Hotline
  - 925/431/8361
  - Providing direct form of communication to customers not utilizing the web as tool of choice

- On Site Activities by developing a Lafayette Farmers' Market Schedule of Events and Activities 2009
  - In development with local health providers
    - Nutrition workshop
    - Disease prevention workshop
    - Health screenings
  - In development
    - Expansion of recycling program
    - Cookbook author signings
- Increase level of customer loyalty
  - Monthly raffle of gift basket containing produce and artisan items
  - Friends of the Market-volunteers
- Increased Access for 2010
  - Acceptance of EBT cards (pending State implementation of new administrator)
  - Acceptance of WIC checks

- Evaluations for 2010
  - We will provide evaluation opportunities to our customers and vendors, where valuable data will be collected
    - How they like our products and services
    - What would like to have added to our markets
    - What are their shopping habits
    - What are their shopping preferences
    - What town do they live in
    - Driving distance, parking
    - Vendor price, quality, selection comparison to supermarkets

  - Data will be collected in various formats, utilizing verbal, written, and the web for 2010.
    - Survey
    - Pedestrian count
    - Questionnaire
    - Interviews
    - Mystery shoppers
  - Continue to evaluate our industry, providing customer's with current information

Marketing Budget

As a not-for-profit organization, we face different challenges than for-profit companies do in developing our marketing and communication strategies. CCCFM manages its' budget in a fiscally responsible manner, resulting in a debt-free organization. Historically, we use approximately 25% of budget towards marketing efforts and anticipate continuing this trend. Due to the short ramp-up time, a possible negotiation of sponsorship or in kind services would be considered.

Longevity
CCCFM has served the Contra Costa community since 1982, and has managed each of our 4 different locations over the years. We look forward to the new and exciting possibilities before us for 2009/2010. We would like to be part of the team in researching and establishing a permanent location for a Farmer's Market within Lafayette.

CCCFM has a successful record, in developing our markets. We aspire to build strong, indelible ties within the community, working with city officials to achieve a mutually desired successful market.

Conclusion
CCCFM is a boutique organization, focusing our full, individual attention on a limited number of markets. We avoid amassing a large stable of markets, thus spreading ourselves thin. We prefer to put our full palette of resources into action by directly managing each market. We don't want you to get lost in the crowd!

Attachments

- Color copy of CCCFM website, home page/ future- develop a Lafayette home page
- Color copy of e-newsletter
- Color brochure
- Color postcards
- Color promotional flyer
- Lafayette Farmers' Market Events and Activities Calendar 2010
- Summary of Events Leading to the Development of a Farmers' Market
- Lafayette Community Food Group Action "Preliminary Plan"

June 4, 2009

RECEIVED
JUN 0 8 2009
CITY OF LAFAYETTE
PLANNING DEPT.

CIty Council Members
Lafayette City Offices
3675 Mt. Diablo Blvd., #210
Lafayette 94549

Dear City Council Members,

We are Lafayette community members interested in local foods issues. We have recently been engaged in discussions with the City's Environmental Task Force Local Foods Group, board members of Sustainable Lafayette and The Contra Costa Certified Farmers' Market, and strongly support the establishment of a Lafayette Farmer's Market focused on selling local products and engaging local businesses. We believe this effort, while responding to a growing interest/need/demand in our community for a place/site for families to gather, would also promote healthy life style choices, and potentially play a part in our "Buy Lafayette" program.

We are impressed with the Contra Costa Certified Farmers' Market commitment to working with our local businesses and responsiveness to Lafayette specific parameters.

We hope you will permit the Contra Costa Certified Farmers' Market for a five (5) week 2009 pilot program which builds on the Lafayette Chamber of Commerce's ongoing community building campaign.

Sincerely yours,

Cheryl Murata 3365 McGraw Ln, Laf 925 2991058
Barbara Hallenbeck 3225 Lucas Circle, Lafayette (925) 283-1885
Janet Thomas 3206 Palomares Avenue Lafayette CA (925) 946-0563
Susan Sonnenfeldt P.O. Box 1153 Lafayette, CA (925) 283-8875
3614 Brook St.
Leslie Westphal 3310 Springhill Rd. Lafayette Ca. 94549
Linda Reckel 3350 Hermosa Way Lafayette 945 1785
Heidi Rahlwes Plumb 1144 Nogales St Lafayette, CA 94549 925-935-2108

cc: Steve Falk, City Manager

Ann Merideth, Development DIrector

ATTACHMENT 7

Dear Ms. Husch: Thank you for your e-mail. On June 22nd the city council will consider a request from Contra Costa Certified Farmer's Market Advisory Board to use Plaza Park for a farmer's market pilot program to take place on Friday, August 21 and 28 and Thursday, September 3, 10 and 17. Your letter will be included in the council packet and this e-mail cc'd to Janet Thomas.

Joanne Robbins, CMC
City Clerk
City of Lafayette
3675 Mt. Diablo Blvd. #210
Lafayette, CA 94549
925-299-3210

From: Karin Husch [mailto:karinhusch@sbcglobal.net]
Sent: Saturday, June 13, 2009 2:17 PM
To: Robbins, Joanne
Subject: Fwd: farmers market idea

My attempt to email Janet Thomas bounced back. I hope you good people can forward this email to the appropriate folks. Thanks for listening... - KH.

Begin forwarded message:

From: Karin Husch <karinhusch@sbcglobal.net>
Date: June 13, 2009 1:49:36 PM PDT
To: jthomas@silcon.com
Subject: farmers market idea

Ms. Thomas,

Regarding the possibility of having a Lafayette Farmers Market...

Our family has long wished for a Thursday evening farmers market, such as the one held year-round in San Luis Obispo. Since there are many Cal Poly SLO grads in the area, I think our town would embrace this idea pretty quickly. It could be held on Golden Gate Way from 6 - 9 PM, and include dinner items such as Bo's BBQ, and entertainment. Families, working professionals, college students, and teenagers would all enjoy an evening out at Farmers Market. Having the farmers market on a Thursday evening would also differentiate it from other local farmers markets and attract visitors from outside of Lafayette (Orinda, Moraga, Walnut Creek, Pleasant Hill). Local Businesses and Restaurants could sell their products as in a mini street-fair -- it's more than a farmers market. It's an evening out; it's a destination.

Thank you for considering this idea at your upcoming meeting.

Karin Husch

Robbins, Joanne

From: Jay Lifson [jay@lafayettechamber.org]
Sent: Tuesday, June 16, 2009 4:49 PM
To: 'Jay Lifson'; Robbins, Joanne; Robbins, Joanne; Falk, Steven
Cc: edstokes@pacbell.net; 'Connie Collier'; 'Steve Richard'; 'thomas'
Subject: RE: Lafayette Farmer's Market

Dear council,
It dawned on me that you will be discussing the proposal for a Farmer's Market on Monday night, which will occur before the business community gets a chance to voice their opinion at the scheduled meeting at the city offices on Tuesday, June 23, 2009. If the council does discuss this item on Monday, the Chamber of Commerce asks that you do not make any decisions until the business community has time to weigh in.

Thank you for your consideration!

Sincerely,

Jay Lifson
CEO
Lafayette Chamber of Commerce
jay@lafayettechamber.org
(925) 284-7404

From: Jay Lifson [mailto:jay@lafayettechamber.org]
Sent: Tuesday, June 16, 2009 11:45 AM
To: 'Robbins, Joanne'; 'cityhall@lovelafayette.org'; 'SFalk@ci.lafayette.ca.us'
Cc: 'edstokes@pacbell.net'; 'Connie Collier'; 'Steve Richard'; 'thomas'
Subject: Lafayette Farmer's Market

Dear City Council, I have attached a letter from the chamber that clarifies some statements made about the proposed Farmer's Market in Lafayette. The CCCFM jumped to some conclusions about the chamber's support. I heard that this discussion might find itself on next week's agenda.

Thank you taking a look at our response. jay

Jay Lifson
CEO
Lafayette Chamber of Commerce
jay@lafayettechamber.org
(925) 284-7404

June 13, 2009

Lafayette City Council
3675 Mt. Diablo Blvd. Suite 210
Lafayette, CA 94549

Dear Council,

The Lafayette Chamber of Commerce was copied on a letter sent to the City Council by CCCFM, Inc. The Contra Costa Certified Farmer's Market is working closely with the city's Environmental Task Force Local Foods Group and members of Sustainable Lafayette to explore the possibility of bringing an evening Farmers' Market to Lafayette. The chamber has made available our conference room for the organizers to hold a few meetings with chamber members and members of the public.

Our Board of Directors has discussed the potential upside and the negative impact a Farmer's Market could have on local businesses. **The Chamber has not taken a position on this concept and does not at this time support the movement, as indicated in the letter from CCFM.** We do want to help move the discussion along. We have helped advertise an informal meeting that will take place in the city office meeting room on Tuesday, June 23 to let local business owners discuss the plan.

If the City Council agrees to grant permission to CCCFM to hold five Farmer's Market events in August/September 2009, the chamber has suggested they piggy-back on our August "Rock the Plaza" on August 21 – 28. We already have Plaza Way closed for the concerts and this gives the market an already made "built in" audience. The concert would be in the park and the market would be along Plaza way and part of Golden Gate Way.

Please let the chamber know what you need from us. We are here to help!

Sincerely,

Jay Lifson
CEO

June 17, 2009

City Council Members
City of Lafayette

Dear City Council Members,

As members of Lafayette's Environmental Task Force, we encourage you to sponsor a five evening pilot farmers' market in downtown Lafayette at the end of the summer. Supporting a well-managed farmers' market is consistent with the City's Environmental Strategy. The market would potentially promote sustainable agricultural practices, healthy eating, civic involvement and community awareness of where and how food is grown and transported.

Sincerely,

CITY OF LAFAYETTE ENVIRONMENTAL STRATEGY

Mission Statement:
The City of Lafayette is committed to developing and implementing environmental policies and programs that will enable the City and its residents to meet their present needs without sacrificing the ability of future generations to meet their needs. (Adopted 11/06)

Guiding Principles:
The City recognizes that to achieve its commitment it requires the effort of individual community members and that it has an important role in educating its citizens and acting as a model. In fulfilling its commitment, the City of Lafayette should be guided by the following principles:

- ***The importance of environmental sustainability should be considered in City policy and decisions.***
- ***The protection, preservation and restoration of the natural environment are high priorities of the City.***
- ***Broad community cooperation among the City government, businesses, residents, community organizations, and schools and other service providers is essential to effective community governance.***
- ***Community awareness, responsibility, participation and education are key elements of an environmentally sustainable community.***
- ***Environmental quality, economic health and social equity are related.***
- ***The City recognizes that it is part of a wider community and that local environmental issues cannot be separated from their broader context. (Adopted 11/06)***

Goals
To ensure the environmental sustainability of the community, the City will establish and work towards achieving goals in the following areas:

- ***Resource conservation***
- ***Environmental effects on public health and welfare***
- ***Environmentally sensitive land use***
- ***Community education and civic involvement***
- ***(Adopted 11/06)***

RECEIVED
JUN 19 2009
CITY OF LAFAYETTE
PLANNING DEPT.

PROPOSED ACTIONS: 2006 – 2010

The City's Enviornmental Strategy Task Foce will support existing City policies and programs, recommend goals, help coordinate and implement new actions and programs and advise the City Council on participation in programs administered by special districts and agencies that promote environmental sustainability. The Task Force will be made up of members from City Commissions and Committee, Chamber of Commerce, schools and the community at large. Sub-committees of Task Force members and relevant representatives from the community and agencies will be formed to work on specific actions and programs. The Task Force will meet monthly, and will report to the Council on a regular basis.

New actions and programs

The Task Force will recommend goals and help coordinate and implement the following new actions and programs with available City staff and resources:

2008 – 2010

23. Investigate and promote opportunities for Lafayette consumers to purchase local and regional organic produce, such as a local farmers' market.

Robbins, Joanne

From: carol murota [cmurota@yahoo.com]
Sent: Wednesday, June 17, 2009 9:33 AM
To: Robbins, Joanne
Subject: Re: Support for proposed farmers market

Dear Ms. Robbins,

Thank you for including it in the packet. I realize I did not specify in my signature, my address confirming my status as a Lafayette resident. I have been lured into casualness by the world of yahoo email. I hope that assumption will be made.

Thanks for your help.

Carol Murota
3365 McGraw Lane
Lafayette, CA

From: "Robbins, Joanne" <JRobbins@ci.lafayette.ca.us>
To: carol murota <cmurota@yahoo.com>
Sent: Wednesday, June 17, 2009 9:23:34 AM
Subject: RE: Support for proposed farmers market

Dear Ms. Murota: Thank you for your e-mail. Your letter will be included in the June 22nd council packet.

Joanne Robbins, CMC
City Clerk
City of Lafayette
3675 Mt. Diablo Blvd. #210
Lafayette, CA 94549
925-299-3210

From: carol murota [mailto:cmurota@yahoo.com]
Sent: Wednesday, June 17, 2009 9:07 AM
To: Robbins, Joanne
Subject: Support for proposed farmers market

Dear Lafayette City Council members:

I am writing in support of the proposed 2009 pilot Lafayette Farmers' Market program. My interest does not stop at the inherent value of locally produced foods. I am excited by the potential sense of community produced by a farmers' market. Lafayette is unique. The congeniality of an outdoors, summer evening market will bring neighbors and friends together, downtown.

That said, every change benefits from time and evaluation. This 2009 pilot plan provides an opportunity to assess municipal, business, and resident interests. Moreover, there is a commitment to work productively with City officials and Lafayette businesses from this group. A limited farmers' market in Lafayette would be a tremendous addition. I hope you will support this proposal.

Sincerely,
Carol Murota

From: Jay Lifson [mailto:jay@lafayettechamber.org]
Sent: Monday, July 06, 2009 1:44 PM
To: 'thomas'; Robbins, Joanne
Subject: Feedback on Farmer's Market

Hi all, the Lafayette Chamber of Commerce received a phone call from Castro Ascarrunz, owner of Vino, while the office was closed over the holiday.

His call was to inform us that he is "ABSOLUETLY AGAINST the Farmer's Market. It will cause conjestion, and cause problems for businesses and parking. It will impact our local markets. He said, San Francisco, Oakland or Los Angeles would be fine. But not for a small city like Lafayette.

Below is an email that was also sent to Janet from Beverly Schmidt.

Hello Janet:

I just received the Lafayette Chamber of Commerce announcement about the Farmers' Market.

I think in this economy we should all be concentrating on supporting our local grocery stores like Safeway, Diablo Foods and Whole Foods (if and when it comes to Lafayette).

These are the business we go to when we need support for the community.
These are the businesses who cater to the needs of the residents of Lafayette.
These are the businesses who would lose revenue from bringing a Farmers' Market into the community.
Hurting these businesses would only hurt the City of Lafayette, not help it.

Thank you.

Beverly Schmidt
--
The Grapevine
PO Box 793
Lafayette, CA 94549
Ph 925-284-2651

Fax 925-284-2728

http://www.thegrapevinecouponbook.com

Jay Lifson
CEO
Lafayette Chamber of Commerce
jay@lafayettechamber.org
(925) 284-7404

CITY OF
WALNUT
CREEK

February 6, 2009

Jessie Neu
Director
Contra Costa Certified Farmers' Market Inc.
P.O. Box 23727
Pleasant Hill, CA 94523

To whom it may concern:

The City of Walnut Creek has shared a strong and fruitful working relationship with the Contra Costa Certified Farmers' Market (CCCFM) for more than 25 years. Since 1982, CCCFM has done an excellent job of developing the Walnut Creek Farmers' Market into a regional destination for families seeking fresh baked goods and locally grown produce.

CCCFM manages every aspect of the Market operation from setup and teardown to vendor selection and traffic control, with the utmost skill and professionalism. Indeed, with the help of CCCFM, the Walnut Creek Farmer's Market has become a cherished part of the Walnut Creek community.

Sincerely,

Matt Huffaker
Business Manager
City of Walnut Creek

Post Office Box 8039, 1666 North Main Street, Walnut Creek, CA 94596
tel 925.943.5899 *www.ci.walnut-creek.ca.us*
printed on recycled paper

DOWNTOWN MARTINEZ
Discover Our Charm
Main Street Martinez, Inc.

Main Street Martinez, Inc.
PO Box 776
603 Marina Vista
Martinez, CA 94553
(925) 228-3577
Fax (925) 228-2650

BOARD OF DIRECTORS

John Curtis,
Interim President

George Bell

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Earl Dunivan Jr.
Dunnivan and Associates

Terry Edwards
PakMail Center of Martinez

Russ Gorman
GLT Sign Solutions

Carol Hatch
Willows Theatre

Cathy Ivers
Shell Oil Products US Martinez Refinery

Nancy Rawleigh
Kick Bak Motorcycle

Rich Stahlberg
Photography by Stahlberg

Rob Schroder – Ex Officio
Mayor, City of Martinez

Leanne Peterson,
Executive Director

MISSION STATEMENT
Main Street Martinez will maintain a strong, viable, and broad-based organization that embraces the Main Street Four Points Approach. Main Street Martinez will foster an environment for investment while preserving, protecting and enhancing the historic and unique character of the area.

VISION STATEMENT
Historic downtown is a safe, clean, and friendly district with diverse, prosperous businesses contributing to a vibrant small-town atmosphere while providing goods, services, and cultural environment that satisfy the interests and needs of residents and visitors.

February 6, 2009

Jessie Neu
Director
Contra Costa Certified Farmers' Markets Inc
P.O. Box 23727
Pleasant Hill, CA 94523.

To Whom It may concern,

Main Street Martinez is pleased with the completion of 7th season of the Sunday Martinez Farmers' market. CCCFM has operated the market independently in all aspects from start to finish and has shown a willingness to facilitate a shift in location for the market during the Italian Street Painting Festival annually, making it easier to plan the 2 day event. Our good, cooperative relationship and partnership is particularly helpful for addressing the requests and needs of the merchants when they ask. I appreciate your quick response. CCCFM has helped to bring the residents of the community to come to their historic downtown.

I look forward to working with you again this year and to our meeting to plan the 2009 season.

Thanks,

Leanne

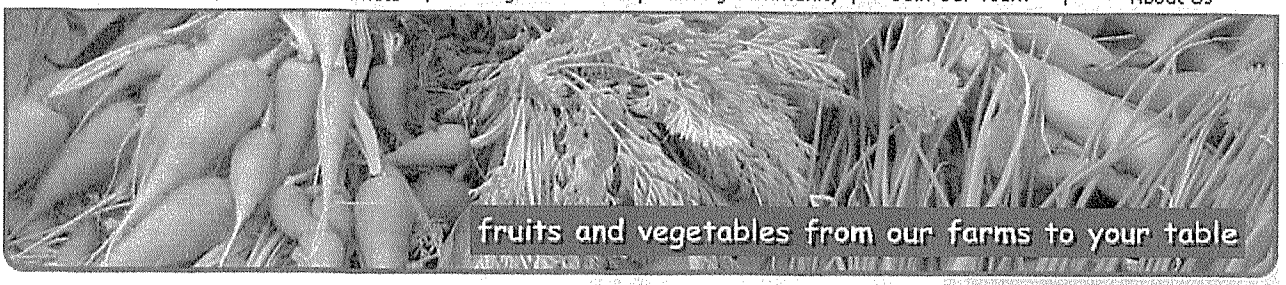
Leanne Peterson
Executive Director
Main Street Martinez
603 Marina Vista
Martinez, CA 94553
director@mainstreetmartinez.org

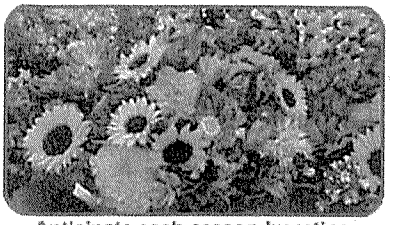
Event Coordinator,
First Night Martinez
925-216-1578

CCCFM Contra Costa Certified Farmers' Markets

Contact Us

Home | Farmers' Markets | Eating in Season | Building Community | Join Our Team | About Us





Anticipate each season by eating locally grown California fruits and vegetables... it's a carnival of flavors! Taste the difference!

Join us weekly for one of the best events happening in your communities! Here's what awaits you ...

- Select lovely fresh flower bouquets for your tables
- Come to enjoy the music and ambiance of the outdoor shopping experience
- Relax and have a chair massage
- Visit with neighbors and friends while enjoying a cup of coffee and pastry
- Visit the information booth weekly where you can get answers regarding vendors, validate parking and pick up the latest recipes and nutrition information
- Pick up some local organic beef and fresh wild seafood
- Stock up on local honey, olive oil, vinegars, preserves and delicious ethnic food
- Go Green and purchase green bags, baskets and aprons at the information table

**not all items are available at each market. Please check our Vendor List for availability.*

EBT- Available on Sundays in Walnut Creek and Saturdays in Pleasant Hill.

***CCCFM is not the operator of a Saturday market in Walnut Creek.**

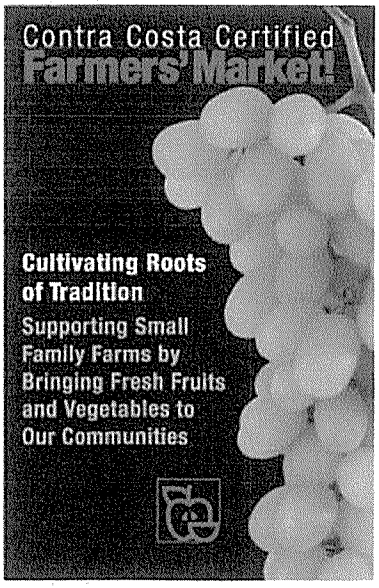
Market News:

Walnut Creek - Open Year Round
Sundays only on Locust St. - Downtown

Pleasant Hill
Opens - May 2, 2009

Martinez
Opens - May 3, 2009

Orinda
Opens - May 2, 2009


Contra Costa Certified
Farmers' Market
Cultivating Roots of Tradition
Supporting Small Family Farms by Bringing Fresh Fruits and Vegetables to Our Communities

MARKETS

Walnut Creek
Sundays
May - Nov 8-1
Dec - April 9-1

Martinez
Sundays 10-2
Season: May - Oct

Pleasant Hill
Saturdays 8-2
Season: May - Nov

Orinda
Saturdays 9-1
Season: May - Nov

MARKET HOTLINE
925 / 431-8361

e-NEWSLETTER
sign up here!

Services Available
Help Wanted
"Political Free Zone"
Pets
Disabled Parking

e-NEWSLETTER
see the latest!!

Contra Costa Certified Farmers' Markets (CCCFM Inc.), P.O. Box 23727, Pleasant Hill, CA 94523-0727. Ph: (925) 431-8361
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Events and Activities Calendar 2010

May –Celebrating Asparagus & Strawberries
Grand Opening-Festivities include: Music, Cooking demo, Chamber booth
Monthly activities community outreach:
Music, comparative produce tasting, recipes, health screening, compost workshop, emergency preparedness/police services, raffle basket drawing, e-newsletter, Market information table: partnerships with local businesses- for cross promotion opportunity- coupons, 1 free community non - profit booth

June-Cherries & Berries
Monthly activities community outreach:
Music, cooking demo- featuring cherries, recipes, emergency preparedness/police services, kids activities, comparative fruit tasting cherries & berries, raffle basket drawing, e-newsletter, education/business partnerships, free community non-profit booth

July- Taste of summer-Peaches
Monthly activities community outreach:
Music, cooking demo- featuring stone fruit, recipes, emergency preparedness/police services, activities, health screening, comparative produce tasting, raffle basket drawing, e-newsletter, education/business partnerships, free community non-profit booth

August-Customer Appreciation
Monthly activities community outreach:
Music, cooking demo- featuring tomatoes & corn, recipes, emergency preparedness/police services, kids activities, health screening, comparative produce tasting, raffle basket drawing, e-newsletter, education/business partnerships, free community non-profit booth

September- Eat 5-a day
Monthly activities community outreach:
Music, cooking demo- chefs choice, recipes, emergency preparedness/police services, kids activities, health screening, comparative produce tasting, raffle basket drawing, e-newsletter, education/business partnerships, free community non-profit booth

October-Harvest Days
Monthly activities community outreach:
Music, cooking demo- featuring chefs choice, recipes, emergency preparedness/police services, kids activities pumpkin decorating & vegetable carving, health screening, comparative apple tasting, raffle basket drawing, e-newsletter, education/business partnerships, free community non-profit booth

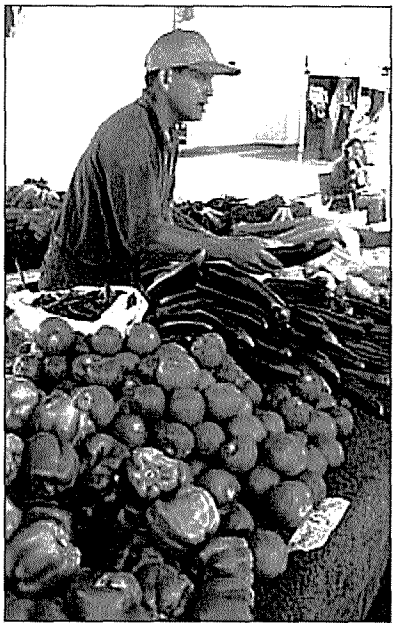
November – Holiday Happenings/ Season Closing
Monthly activities community outreach:
Music, cooking demo- chefs choice- featuring comfort food for the holidays, recipes, emergency preparedness/police services, kids activities, health screening, comparative tasting winter produce, raffle basket drawing, e-newsletter, YMCA education/business partnerships, free community non profit booth

NOTES:
We plan to develop and work towards providing a similar activities and event calendar that we currently provide at our other markets.

Lafayette Market

Lafayette
Park Plaza
Thursday Eves. 4-8pm
Season: May - Oct

The Lafayette Farmers Market



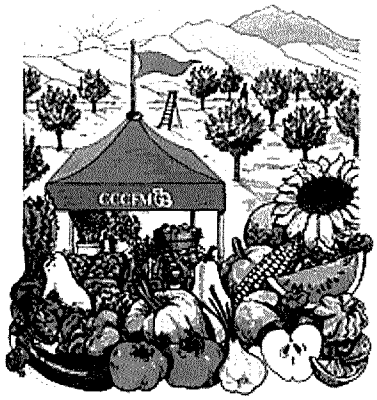
One of the San Francisco Bay Area's most desirable hometown communities is brimming with excitement with the addition of a 4-8, Thursday Evening Farmers Market in center of town in Lafayette Plaza Park.

Lafayette, a quiet rural jewel nestled amongst the East Bay hills exudes sophistication by defining healthy community choices through Sustainable Lafayette and the Cities Environmental Task Force.

It is an atmosphere where quiet tree-lined residential neighborhoods surround a thriving, flourishing downtown.

Please come and enjoy a truly unique community shopping experience in beautiful downtown Lafayette.

Reopens Spring 2010



Map

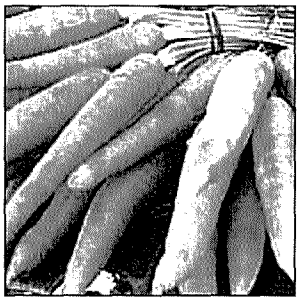
Music Calendar

Transportation

Vendor List

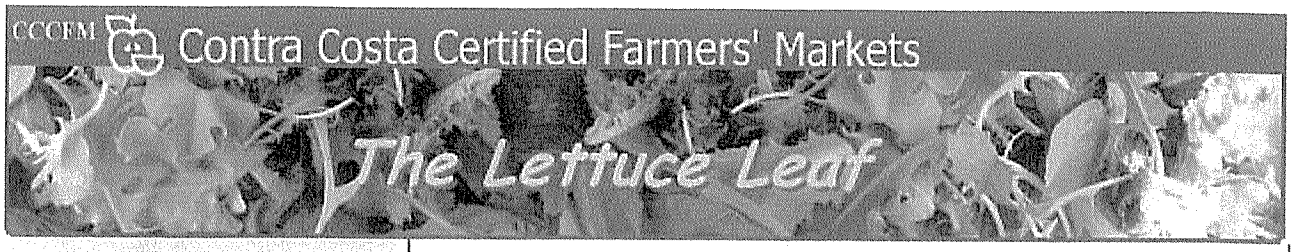
Services Available

Activities Photo Album



Subj: **CCCFM's Lettuce Leaf**
Date: 6/5/2009 9:01:01 A.M. Pacific Daylight Time
From: enews@cccfm.org
To: gm@cccfm.org

This is the Monthly E-Newsletter of Contra Costa Certified Farmers' Markets for **Friday, June 5, 2009**
If you have trouble viewing images in this email, add enews@cccfm.org to your Address Book or click here.



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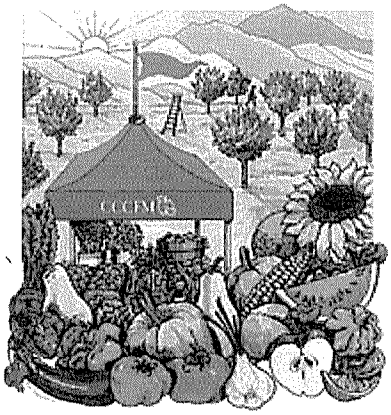


Cooking Demo on May 31
from Chef Alison Negrin

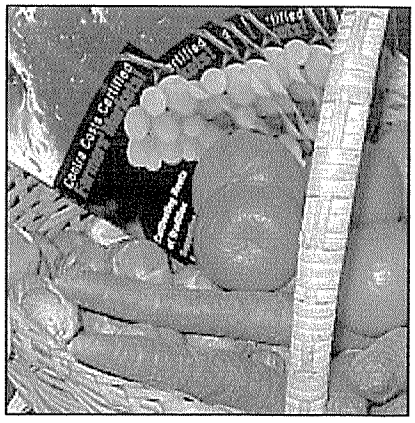
In this Issue:

- Upcoming News & Events
- Green Monster Shake Recipe
- Edible East Bay Magazine
- Sustainable Event
- Recipe from Chef Alison Negrin

UPCOMING NEWS & EVENTS

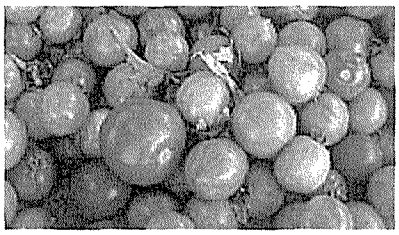
It's June, and that means cherries and berries at the Contra Costa Certified Farmers' Markets! Stroll into any of our four markets in Pleasant Hill, Orinda, Martinez, and Walnut Creek for just-picked summer fruits. Our local raspberries, blueberries, strawberries, cherries, oranges, peaches, and apricots make perfect snacks and desserts.

Raffle Prizes
Have you noticed our raffle tickets at the markets? Fill one out at your local market and return it to the information booth for a chance to win a red grocery basket full of produce and goodies from our farmers. One winner from each market will be drawn every month!



Vegetable Bags on Sale at the Information Booths
In order to reduce the use of plastic bags at our markets, **NEAR** (Nutrition Education and Agriculture Responsibility) will be **selling cloth vegetable bags at the information booths for $2 (small) and $4 (large). All proceeds will support NEAR's nonprofit educational programs**, including the activities of **FOOD FIGHTERS**, a club for high school students interested in local sustainable food and agriculture. To join the club for the summer or for more information, contact Sophie Turrell, assistant to the executive director, at aed@cccfm.org.

Watch this preview of a new movie coming out explaining the negative effects of large agribusiness and hopeful current operations



Chef *Alison Negrin*'s recipe for the "Big Tomato Sandwich" also known as tomato muffaletta sandwich on Ciabatta bread with fresh mozzarella cheese.

BIG TOMATO SANDWICH

Serves/Makes: 4
Ingredients:
1 large loaf ciabatta (1-pound size)
2 or more large ripe, juicy tomatoes
Handful of spinach leaves
4 ounces mozzarella, sliced
sea salt and ground pepper

Olive Vinaigrette
2T chopped green and black olives
1/4 cup basil leaves
1 tablespoon chopped marjoram
1 tablespoon chopped parsley
1 clove garlic, minced
1/3 cup extra virgin olive oil
4 teaspoons aged red wine vinegar
1/4 teaspoon sea salt
freshly ground pepper

Directions:
For Sandwich: Slice top third off loaf of bread and set aside. Pull out inside. (You can use it to make bread crumbs.) Prepare vinaigrette.
Toss the spinach in some of the vinaigrette and let it wilt slightly.

Paint inside of bread with remaining dressing, then make layers of sliced tomatoes, spinach and cheese. Bathe each layer with dressing and season with salt and pepper. Add top, press down and cut into slices.

For Vinaigrette: Finely chop herbs with the garlic, then add the olive oil and chopped olives. Add the vinegar and salt and season with pepper. Taste and adjust seasonings if needed.
Printer-friendly version
More recipes

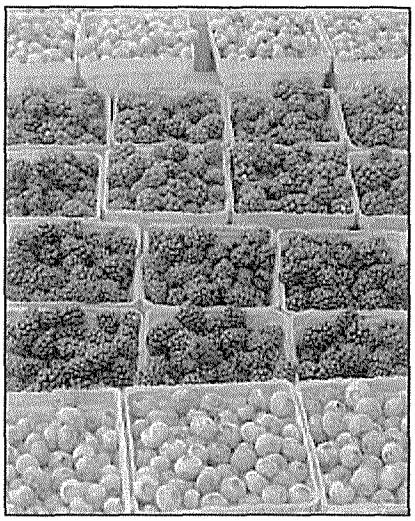
that are working to change the system and show it is working....
www.freshthemovie.com/

Join us this summer for our ***America's Favorite Farmers Markets***™ contest. Together we can strengthen the local farm-to-fork connection and pledge our support for healthy farms, healthy food and healthy communities now and in the future!
Farmers market customers across the US will cast their vote tell us why they think they have the best farmers market and have fun helping bring attention to your market! Votes will open in early June and customers can go to www.farmland.org/vote, where they will be able to look up their farmers market by zip code.

Heritage Day Event
The oldest farmers' market organization CCCFM and its non-profit arm N.E.A.R are joining the fun activities at "Heritage Day" on Saturday, June 13th at Borges Ranch in Walnut Creek!
The event will run from 11:00 am -4:00 pm.

Green Monster Shake Recipe

Presnick Chiropractic Office and Holistic Health Center at the market!



On Sat. June 6th ***Drs. Laura and Bruce Presnick*** will be at the **Pleasant Hill Farmers'** market making and sharing delicious smoothies and healthy sorbet made from fruits and veggies from the market.

This recipe was developed over several decades of information gathering, experimentation, from the healthy kitchen of Drs. Bruce & Laura Presnick.

Green Monster Shake
4-8 ozs. of liquid: yogurt, soy or almond milk, coconut milk or water
1-2 scoops of protein powder
1/2 - 1 cup of greens (spinach, chard, or kale)
1/4 avocado (good fats and gives a velvety consistency)
1/4 cup of fresh or frozen fruit
1 tbisp. of flaxseed oil
1/2 -1 tsp. of Vit.'C' powder depending on dose desired
1 cup crushed ice

This will make 2 servings - ENJOY!

Printer-friendly version

Edible East Bay Magazine

Get your the latest issue of the **Edible East Bay ....** it's free...and at the market information booth or at the Cottage Kitchen jam & jelly booth.

Renew some excitement in the kitchen

FOOD FIGHTERS is having its first meeting this Wednesday, June 10th at Las Lomas High School! FOOD FIGHTERS is a summer and after-school club for high school students interested in sustainable food and agriculture. For more information on the group and how to become a participant or a volunteer, email Sophie Turrell at aed@cccfm.org.

with the story on stone fruits, and some delectable recipes from **Hugh Groman Catering** -- the Baguette Sandwich with roasted apricots, fresh goat cheese, prosciutto and butterleaf lettuce is outstanding. Also included, is a quick Grilled Peach with White Chocolate dessert that might come in handy next time you're barbecuing.

Enjoy and see you at the markets!

Sustainable Event

Eileen Fisher Store & Edible East Bay Magazine's Sustainable Event on June 6, 2009

Barbara Kobsar, Cottage Kitchen owner, is teaming up with editor Cheryl Kohler of **Edible East Bay**. They will be handing out samples of cherries and stone fruit from the farmers' markets at the nationwide event at Eileen Fisher, Walnut Creek (clothing) stores.

Barbara Kobsar

To sign up for CCCFM's Weekly E-Newsletter, **click here!**
Website: **www.cccfm.org**
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